

**KFVE-TV/5/HONOLULU, HI**  
**DESCRIPTION OF PROGRAMS PROVIDING THE MOST SIGNIFICANT**  
**TREATMENT OF COMMUNITY ISSUES**  
**JULY 1 – SEPTEMBER 30, 2009**

<b><u>PROGRAM</u></b>	<b><u>DAY</u></b>	<b><u>TIME</u></b>
<b>K5 News @ 6:30pm</b>	Monday – Friday	6:30pm
<b>K5 News @ Nine</b>	Monday – Sunday	9 p.m. 11:30 p.m. (Repeat)

Locally produced local news program featuring issue responsive news, weather and sports stories.

<b>Think about it...</b>	Mondays, 9:30pm and 11:55pm Wednesdays, 9:30pm and 11:55pm
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Weekly editorial segments (2 new segments produced each week) with station General Manager, John Fink. Spots are approximately 60-90 seconds in length.

<b>Public Service Announcements</b>	Various days and times
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Announcements that air throughout the broadcast day regarding issues of public concern.

# PUBLIC/PRIVATE SAFETY

Weather, crime, protection, prevention, including positive public safety issues.

## LOCAL NEWSCASTS

### CRIMESTOPPERS

**Jul 1 2009 06:30PM** Honolulu police need your help in catching a man who allegedly tried to sexually assault a middle school boy. It happened yesterday in broad daylight while summer school was in session. Leland Kim has the story.

**Jul 1 2009 06:30PM** The Honolulu police department has an enforcement division patrolling parking lots and side streets. Nothing unusual about that, except this group all volunteers their time to look for lawbreakers. Paul drewes explains.

### CELL PHONE BAN

**Jul 1 2009 09:00PM** You probably know about it, but are you prepared? Starting today, Honolulu's cell phone ban hits the streets. That means the use of cell phones behind the wheel is officially off- limits unless you have a hands free device.

### SHARKS

**Aug 3 2009 06:30PM** Back on Oahu. Lifeguards today posted shark warning signs along the North shore's papailoa beach, also known as police beach. Chopper 8 captures what beachgoers saw about 11:30 this morning.

**Sep 12 2009 09:00PM** To the valley isle now where tiger sharks swimming off shore shut down two West Maui bays. Honolua bay and neighboring mokuleia y we closed just fore 10 this morning. A lifeguard spotted two 12-to-16 foot tiger sharks, that were feeding on fish in the area.

**Sep 16 2009 06:30PM** The Honolulu City Council may also take a bite out of Oahu shark tours. A bill being heard would put an end to their land based operations. A measure banning the commercial marketing and activities of shark tours passed its first reading at the council as well.

### JELLYFISH INVASION

**Aug 13 2009 06:30PM** There's another danger at sea. A portugese man of war invasion today, closed Oahu's top, tourist snorkeling spot. City officials say, in less than an hour, thousands were found on the beach, with lots more spotted floating just offshore.

**Aug 14 2009 09:00PM** Hanauma bay was open and ready for visitors this morning a day after a portuguese man of war invasion, closed it down. The city decided to re-open it after lifeguards found only small amounts of the stinging creatures during their early morning check. More than two-thousand were found on the beach yesterday, forcing the popular snorkeling spot, to close.

**Sep 14 2009 06:30PM** You could say, they're overstaying their welcome. Box jellyfish, continue to linger on Oahu's south shore, turning a day at the beach into a painful experience for more than 60 people.

### HURRICANE FELICIA

**Aug 4 2009 09:00PM** Good evening, we begin our newscast tonight with what all Hawaii residents need to know about a hurricane that's trekking West across the Pacific. Hurricane Felicia is gaining strength, Southwest of baja California. And while its impact on the Hawaiian islands is still unknown what we \*do know is it's heading this way.

**Aug 5 2009 06:30PM** Hurricane Felicia is growing in size and strength, and coming closer to Hawaii. Meteorologist Paul drewes is tracking the storm, and joins us now, live, in the weather center with the very latest. You can track Felicia and enrique, on KHNL dot com, by clicking on the hurricane tracker.

**Aug 6 2009 06:30PM** Hurricane Felicia still has Hawaii in her crosshairs. Both k 5 meteorologists are tracking the storm. Paul drewes will tell us how you can prepare for the

hurricane, and where to go in case of an emergency. On the Big Island, it is relatively quiet in Hilo. But even though Felicia is days away from arriving in the islands, Hawaii County civil defense is already planning for what to do during this emergency. Agencies that may be impacted by the storm have been notified, from the electric company to other necessary services. Another group is already prepared for not only this emergency, but other disasters as well. Volunteers at the Hawaii chapter of the American Red Cross, are getting some of their cots ready to go, in case they are needed at emergency shelters during this storm. These are just some of the supplies this organization tries to provide for victims of disaster, but depending on the emergency, many may be without even the basics if they don't have a disaster preparedness kit. As you stock up on emergency supplies for your family, there are also some precautions you should take for your pets. Zahid Arab shows us what you need to know.

**Aug 7 2009 06:30PM** Hurricane Felicia is losing a little steam, but she's still on a direct path for the Big Island. Meteorologist sharie shima is tracking the storm, and she joins us from the weather center with the latest. In the event Felicia does hit and affect the Big Island's electrical system, employees with Hawaii electric light company, or "helco, say they're ready. SOUNDBITE: HELCO'S Rhea Lee by phone, "When a storm hits, hypothetically brings in winds and lightning. Those kinds of events can knock down poles and can knock down lines and of course that could be a safety issue." Many people have stocked up on extra food and supplies, in anticipation of Felicia. But what about things babies and senior citizens need during a natural disaster? Leland Kim introduces us to a Kalihi couple who has that covered.

**Aug 8 2009 09:00PM** Wind is just one of the problems Felicia could bring to the islands. This tropical cyclone could also send us dangerous surf and possible floods. SOUNDBITE: NWS' Kevin Kodama, "These types of tropical cyclones carry a lot of moisture and when you put that moisture in our mountainous terrain a lot of rainfall can result" "we're looking at the possibility of flash flooding in the start early next week" the windward side of the Big Island is used to a lot of rain over the course of a year. Big Island civil defense held a briefing this afternoon to outline its emergency strategy. To combat flooding, crews have already cleared culverts and drainage areas, and sandbags are ready to go. SOUNDBITE: Big Island Mayor Billy Kenoi, "We want everybody to plan for Monday and Tuesday to have a lot of rain, a lot of wind." As County and private agencies prepare for the storm, many Big Island residents are also making sure their homes and properties will be able to handle the heavy rainfall from Felicia. And while some are stocking up on supplies, there hasn't been a rush on the usual items snatched up during an emergency.

**Aug 9 2009 09:00PM** While Felicia has weakened throughout the day, it is still on track to slam into our shores with a triple threat of wind, rain and surf. Meteorologist Paul drewes is live with the latest on this tropical storm. The forecast track of this storm has shifted over the past few days. While forecasters still aren't sure exactly where Felicia will hit, they know parts of the islands will get soaked with heavy showers, and even flooding. Although Felicia has slightly changed course above the Big Island, residents aren't letting their guard down. Duane shimogawa takes us there to tell us how they're getting ready. For some, the storm doesn't seem to bother them. An update now from Big Island civil defense. Public works is pumping out water, to make sure the Island can absorb as much rain as possible. Also, a message to students from Mayor Billy kenoi. Because of the expected heavy rains and high surf, the County of Hawaii has already implemented some safety measures. At this hour, all County beach parks between Whittington beach park in kau and laupahoehoe beach park along the hamakua coast are now closed through Wednesday morning. Hookena beach park in south Kona is included in the closures. On Maui officials also met earlier this afternoon to firm up emergency plans as the storm nears. SOUNDBITE: Maui County Mayor Charmaine Tavares. "We're very much on top of it I think and that's why Keen on that even though it is only a tropical storm or tropical depression." The County announced late this afternoon the impending closure of all County campgrounds come noon tomorrow. All County- sponsored recreation programs will also be canceled beginning Monday afternoon and evening. The closure of County parks will be assessed by officials to determine when they need to be shut down. Even though the American Red Cross has volunteers in place, it is still looking for more help. If you are interested in volunteering, contact your local Red Cross chapter. Or you can head to their website.

**Aug 10 2009 09:00PM** As Felicia moves closer to the Island chain, both the Big Island and Maui will feel the storm's presence. Here's a detailed list of exactly where the Maui County

shelters are. Again, they open at 10 p.m. On Maui: war memorial gym in Wailuku. Lahaina civic center. The American Red Cross is working closely with civil defense to provide aid at those shelters. They have a total of 47 shelters on stand-by, and several hundred volunteers ready to pitch in and help. And the agency is reminding residents to pack their own supplies if they plan on staying at a shelter. The Big Island received the good news today that a tropical storm watch was canceled there. But Felicia will still bring some rain there and Hawaii County civil defense is ready. SOUNDBITE: Big Island Civil Defense Quince Mento.

#### **DISASTER PREPAREDNESS**

**Sep 1 200909:00PM** The federal emergency management agency, or FEMA, says, it's stocked a ready, should a natural disaster strike Hawaii. This 50-thousand-square-foot warehouse has everything you possibly need, during a natural disaster. Things like water, generators and camping equipment.

**Sep 2 200906:30PM** Are you ready for the next hurricane? Well, the state is, thanks in part to the Federal Emergency Management Agency or FEMA. They have a plan for responding to and recovering from a category four hurricane.

#### **BRUSH FIRE DANGERS**

**Sep 2 200909:00PM** The brushfire on Molokai heightens the anger in other parts of the state. In fact, forecasters issued a red flag fire warning today for Leeward areas. Paul Drewes has more on what that warning means.

#### **AUTOMOBILE SAFETY**

**Sep 8 200906:30PM** Parents, grandparents and caregivers: now is the time to check your child's safety seat, to make sure it's properly installed. Today at the Queen's Medical Center, state officials and police kicked off national child passenger safety week. They'll be working together with the department of education, to monitor schools to ensure that kids are properly restrained in vehicles.

**Sep 12 200909:00PM** With school back in session and more cars back on our roadways at the busiest times of the day, educators want to "drive home" a safety message. Allstate Insurance held safe driver training courses in 42 states, including one here in Honolulu. Duane Shimogawa has the story.

**Sep 16 200906:30PM** Hawaii drivers are buckling up, more often than anyone in the country. The state's seat belt usage rate jumped to almost 98 percent, during the "click it or ticket" campaign in May. That marks the highest rate any state has ever achieved.

PROGRAM: THINK ABOUT IT

DATE/TIME AIRED: Mondays, 9:30pm and 11:55pm  
Wednesdays, 9:30pm and 11:55pm  
(See scripts for exact dates.)

DURATION: 60 – 90 seconds

SUMMARY/SCRIPT:

**August 17, 2009**      **Felicia Follow-up**

While Felicia blew by with minimal impact, more storms are obviously on the way this summer and fall, and the next time, we might not be spared; or maybe it's the time after that. So how did you do in your preparations?

Did you have good communication with family and friends to make sure easy access to one another was in place? Did you stock up on essentials at home in case you were forced to hunker down for a while? Did you do a thorough analysis of your yard and immediate surrounding area to make sure you could successfully handle large amounts of rainfall over an extended period of time? Did you make sure your pets would be cared for safely and consistently? Did you follow along on-line or over-the-air with local media outlets to ensure that you stayed up to date on a regular basis?

Yeh, I know the last one was not the big one, but as we have truly experienced here with Iwa and Iniki, you never know when the next big one will follow through on its early path and cause problems on one or more islands. While many people experienced felicitous feelings over Felicia's failure, we should never become complacent. Act wisely and early. Think about it...

**September 7, 2009**      **Fire Fiends**

Thousands of acres have burned on Molokai in a wildfire whose cause is unknown. We are at that annual point in the dry, summer season where we see fires of a suspicious origin appear in numerous places, including the annual tales of suspicious wildfires in leeward Oahu.

Maybe this will be the year that the torchers back off and decide that destroying the land and possibly running private property is not a way to get their jollies. Maybe this will be the year that someone's conscience overcomes their need for anonymous attention. Maybe this will be the year that our firefighters will not have to wade into the brush in 90-degree heat to try and control such conflagrations.

Who knows what possesses people to cause dispassionate grief and harm. And who knows what prevents people who might be aware of whom the fire starters are to remain silent. These fires really are not victimless crimes. Everyone suffers- residents in fear, wildlife displaced, economically stressed public services, air quality, traffic concerns, etc.

We don't tend to have natural causes to our wild fires in Hawai'i. You don't hear much about lightning-sparked fires. Normally, it's malicious humans. Everyone should be on the lookout these days for suspiciously parked cars in unusual places off the beaten track as we hope to preclude major catastrophe in this driest of seasons. Think about it...

**September 23, 2009   Getting Belted**

The good news is that apparently 98% of the drivers in Hawai'i are buckling up. The possible bad news is- really? When you drive down the road- do you notice that more just about every driver and front seat passenger you see is buckled in? And what about those people who just can't seem to understand that a 3-year old standing next to the driver in the middle of the seat is simply not a good play site?

Don't get me wrong- the "Click It Or Ticket" program has been a great project, and I do think more people than ever before are cognizant of the danger and the cost- both in their wallet and with their lives- and so more people locally *are* buckling up. Last year half of the state's traffic fatalities involved someone who was not wearing a seat belt, so you can vividly see how the odds stack up against you should you decide to ignore this law and get in an accident.

And those who don't see the need to put their little ones in child safety seats *are* being cited- but in smaller numbers, indicating that the message is apparently getting through. Good news all around, and a great statistic for us to be leading the nation. Let's hope the very few who are still ignoring the obvious about seat belt usage figure it out like 98% of the rest of us have. Think about it...

# **ECONOMY** Evaluation, success in the community, business/economic how to's.

## **LOCAL NEWSCASTS**

### **STATE BUDGET CRISIS**

**Jul 6 2009 06:30PM** Furloughs or layoffs? State workers still don't know, what the final decision will be. Labor officials met with negotiators from the state and County government, to come up with a solution.

**Jul 8 2009 06:30PM** The issue of furloughs or layoffs for state workers, is one step closer to being resolved. Governor Lingle said this afternoon, layoff notices to the unions, could be sent out by the end of the week. That's, if she doesn't receive a formal, "on the record" proposal, from the four labor unions representing state workers.

**Jul 11 2009 09:00PM** SOUNDBITE: Voice of Gov. Linda Lingle, "You have to layoff a huge number of people to get the savings you need, so that is why I believe furloughs are the best approach here." While many spend the weekend relaxing, the Governor is drawing up a list of state employees who would get the ax, if furloughs fail to go through. The Governor says she's running out of time to come up with a solution to our budget crisis that doesn't include laying off thousands of state employees.

**Jul 13 2009 06:30PM** For the first time since negotiations began, representatives from the 4 public worker's unions, met face to face with the Governor this morning to discuss possible layoffs and furloughs, to help fix the state's budget deficit. Although progress was made, there's still \*no\* agreement in place yet. SOUNDBITE: HGEA Randy Perreira.

**Jul 16 2009 06:30PM** The Governor and her staff, are not only taking a pay cut, they'll also be furloughed, two days each month, beginning August first. Paul drewes is live with the latest. The Governor had already announced a five percent cut in pay for her and her department heads and deputies. After approving nearly a half billion dollars in mandated budget cuts the next two years, the department of education looks for ways to make up the cash. The latest proposal? Closing five school libraries.

**Jul 17 2009 06:30PM** The state's fiscal emergency takes a sudden twist. Today, dozens of state employees were notified, they could be laid off. They're from the labor, health, agriculture and human services departments.

**Jul 19 2009 09:00PM** "Rather than let our employees hear about it from someone else, we though it was important to tell them directly." Governor Lingle justifies her move to issue possible layoff notices to state employees, as union leaders insist she has no class in her actions. The Governor defends her decision to issue reduction in force notices to hundreds of state workers. Today, she affirmed her right to give employees the heads up, rather than having them hear it from the union. Duncan Armstrong with reaction from the Governor.

**Jul 20 2009 06:30PM** There's still, no resolution in the furlough versus layoffs dilemma, state workers are facing. On Friday, the state notified the united public workers and the Hawaii government employees association of possible reductions in force. The state says, each employee being laid off, could receive a written notification later this month, if a compromise isn't reached. Senator Daniel inouye responded to Governor Lingle's layoff notices, with the following: "why should there be layoffs? The program proposed by labor unions, saves money and assures that state services continue. Workers are usually laid off if they are no longer necessary."

**Jul 21 2009 06:30PM** The Governor and three of the four state labor union representatives met today, to discuss, how to resolve the "furlough versus layoffs" dilemma. Leland Kim tells us how much progress they made. Nicolas au and his co workers are in charge of making sure the capitol grounds are nicely manicured.

**Jul 22 2009 09:00PM** The state's budget crisis may lead to the closure of a prison on the Big Island. Governor Linda Lingle confirmed today that all employees of the kulani correctional facility were notified that their names are on the proposed layoff list. Kulani sits on 20 acres of land between Hilo and volcano.

**Jul 30 2009 06:30PM** Hawaii state employees still don't know whether they face furloughs or layoffs. Governor Linda Lingle was hoping to meet with labor leaders soon, but now, that won't

happen until next week. Members of her cabinet met with three out of four union leaders last week.

**Aug 4 2009 06:30PM** Governor Linda Lingle today ordered more than a thousand layoffs and hundreds of furloughs for state employees. The state is delivering written layoff notices to about 11 hundred workers who were previously notified their jobs could be eliminated. The terminations take effect on November 13th, and are based on seniority.

**Aug 14 2009 09:00PM** Hawaii lawmakers today, publically released the list of positions, that are up for elimination, to balance the state budget. It does not mention anyone by name, instead listing almost 12- hundred job titles. And it's widespread including social workers, office assistants, janitors and cashiers.

**Aug 24 2009 06:30PM** The state's latest economic forecast says 2009 won't be as bad as once thought. However, the economy will continue to shrink. The state department of business, economic development and tourism projects the gross state product will fall one point one percent this year.

**Aug 27 2009 06:30PM** A mixed bag for Hawaii's state budget outlook. The council on revenues today says that tax revenues will continue to drop this year before bouncing back next year. The council predicted that revenues will drop 1 point 5 percent that's down from the zero growth projected in may.

**Aug 28 2009 09:00PM** Governor Lingle says the state received an "unacceptable" and "unrealistic" offer from the unions to settle the dispute over contract negotiations. And now even more names may be added to the possible layoff list.

**Aug 29 2009 09:00PM** In light of the grim projection from the council on revenues regarding the state's dire financial situation Governor Lingle is holding an emergency meeting this weekend with her cabinet. One of the goals of the meeting is to identify additional spending reductions needed to close the growing budget shortfall. Governor Lingle says the unacceptable and unrealistic position HGEA is taking has forced her to find other areas to cut. And that would possibly mean further reductions in force. Lingle has indicated that various state programs and services may need to be eliminated.

**Sep 3 2009 06:30PM** Governor Linda Lingle, delivered more grim news to Hawaii state workers today, saying a second round of layoffs is likely. She also plans to cut some state programs, although she did not specify which ones. State workers have been waiting for months to find out what will happen to them.

**Sep 11 2009 06:30PM** As the state and union talk about a new contract others are still trying to figure out why some positions are being cut and how services will be affected. Today, the Senate and house committees on human services and health, held a briefing. Under the Governor's proposal, 366 people will be laid off under the department of human services. DHS director Lillian Koller believes, services won't be affected.

**Sep 14 2009 06:30PM** It appears, there's movement in the negotiations with the public school teacher's union and the state, in regards to the budget shortfall. Today, the Hawaii state teachers association, the department of education and board of education announced they have made significant strides in negotiating a contract for public school teachers. In a statement, HSTA president Wil Okabe said: "HSTA shared a preliminary settlement with its board on Sunday."

**Sep 16 2009 06:30PM** Governor Linda Lingle has yet to act on the state teachers union's offer of 17 furlough days a year. The Hawaii state teachers association reached a tentative contract agreement with the department of education and board of education on Monday. But the deal still needs the Governor's approval.

**Sep 18 2009 06:30PM** A tentative settlement has been reached between the state and the teachers union, which represent more than 13-thousand public school teachers. The agreement was announced at a news conference late this afternoon with HSTA president Wil Okabe, board of education chairperson Garrett Togoichi, and schools superintendent Patricia Hamamoto. The proposal calls for 17 furlough days for teachers each school year for those on a 10-month schedule, and 21 days for those on a 12-month schedule for each of the next 2 school years.

**Sep 18 2009 09:00PM** Contract talks between the state and the teacher's union finally produce some much-needed results. The breakthrough was announced late this afternoon, signaling the end of contract talks between the state and the teachers union. The two year contract includes furloughs that amount to a 7-point percent annual paycut. With the state's public school system facing a 468-million dollar budget reduction over the next two years, the pressure was on to settle. **SOUNDBITE:** HSTA President Wil Okabe, "We believe that the agreement we have reached is the one that has the least harmful impact given the circumstances



we are facing due the current budgetary situation. That two-year agreement calls for members to take 17 furlough days for those on a 10-month schedule, and 21 furlough days for those on a 12-month schedule."

**Sep 22 2009 09:00PM** The fate of furloughs for Hawaii's teachers, is first tonight. After months of drawn out debate, decision day is here and more than 13 thousand union members have spoken. The Hawaii state teachers association votes overwhelmingly to ratify a tentative contract agreement with the state.

**Sep 23 2009 09:00PM** In response to hsta's ratification, Governor Lingle said in a statement this afternoon: "I realize this contract is not what teachers and their families hoped or planned for, and that our public school students and their parents will be impacted. But the newly ratified contract reflects our economic and fiscal realities."

**Sep 24 2009 06:30PM** One of the state's largest labor unions, is close to resolving its dispute with the state. The Hawaii government employees association, or HGEA, and the Lingle administration, met with the Hawaii labor relations board. It ordered the state to "meaningfully consult" with the HGEA, but the threat of layoffs, still exists.

## **TOURISM**

**Jul 5 2009 09:00PM** Hawaii hotels workers hit the West coast for a ten day trip, to get more visitors to come to the islands. Marketing executives stopped at a local television station in San Francisco, encouraging potential visitors to come to Hawaii. Sheraton Waikiki rum fire chef Colin Hazama also made an appearance, cooking up some local grinds.

**Jul 6 2009 06:30PM** Big discounts and kamaaina rates, couldn't prevent many Hawaii hotels, from having empty rooms. Hospitality advisors report, Island hotels were less than 62 percent full in May. That's the worst May in 22 years.

**Jul 20 2009 06:30PM** Agritourism is becoming a field of dreams for some Island farms, in the hopes that "if you plant it, people will come visit." Paul Drewes takes us to dole plantation, where agritourism has been going on for decades. Pineapple used to be King in the islands.

**Jul 28 2009 06:30PM** The recession has dealt another financial blow to Hawaii's tourism industry. The state says a loss in visitor spending is nearing the billion dollar mark.

**Aug 21 2009 06:30PM** The economic crunch is hitting Hawaii's hotels hard. Occupancy rates fell for a fifth consecutive month. Occupancy in June fell by nearly six percent, to 63.

**Aug 22 2009 09:00PM** Good evening, many tourism based businesses are bracing for fewer visitors come October, as Japan's two largest airlines restart up a fuel surcharge. And with that fee hike, some experts worry it could sink our fragile tourism industry. Duane Shimogawa has more in tonight's top story.

**Aug 26 2009 09:00PM** More visitors have been flying in to Hawaii, but they still have a tight fist on their spending money. The Hawaii tourism authority says visitor arrivals in July jumped for the first time since February of last year: up one point three percent. But total visitor spending so far this year, is down 16- percent that's more than a billion dollar loss. To put that into perspective, he says the recovery of Hawaii's tourism relies on spending, not arrivals.

**Sep 10 2009 06:30PM** And more grim news, for Hawaii's hotels. The industry is seeing the worst summer ever. That's according to hospitality advisors, a company that has tracked hotel numbers for more than 20 years.

**Sep 24 2009 06:30PM** Many analysts expected doom and gloom for Hawaii's tourism industry this year. But new numbers out today, show the number of visitors, has maintained steady. Total arrivals in August were virtually unchanged from last August.

## **HOUSING**

**Jul 12 2009 09:00PM** Oahu home sales jumped this past month, but does that mean Hawaii has seen the bottom in this housing slump? Duncan Armstrong spoke with the experts who say while housing sales are up, don't be overly optimistic. You see these signs more and more on Oahu the competition is stiff to get buyers.

**Sep 10 2009 06:30PM** There's a mix of good and bad news in the housing market. Foreclosures in Hawaii dropped a bit in August from July. But that didn't help the overall numbers.

## **ECONOMIC SUCCESS STORIES**

**Aug 22 2009 09:00PM**

During this recession, there have been big bailouts to big banks and businesses. But some of that stimulus money is also reaching small Hawaii companies, who are finding credit relief, just when they need it the most. The Stone and Cabinet Factory has only been around since last fall.

PROGRAM: THINK ABOUT IT

DATE/TIME AIRED: Mondays, 9:30pm and 11:55pm  
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DURATION: 60 – 90 seconds

### **SUMMARY/SCRIPT:**

#### **July 22, 2009 (Fore)close To Home**

The foreclosure rate for local homeowners has been skyrocketing over the past year with no apparent end in sight. Relative to other states, Hawaii's numbers rank us about 19<sup>th</sup> in home foreclosures. But as more banks take back properties and as those banks look to unload the properties in a down market, the reality facing us is a continuing decline in values of single family homes as well as other dwelling units.

With many states teetering on the brink of economic disaster or default, the coming months will be key- in Hawaii and elsewhere- to try and stem this cascade of bad economic news. Only when consumers and businesses feel some sense of stability and have more confidence in the system as it pertains to their well-being can things begin to turn around for everyone's financial picture. It is expected that the current onslaught of foreclosure filings here will continue in astounding numbers, perhaps topping the drastic downturns that occurred at least once in each of the last three decades in Hawaii.

But here's some small consolation as we see yet more weak numbers in an area of our local economy- where we stand relative to other states is not that horrible, and it is suggested that those states will need to take more drastic steps on a number of fronts in the very near future. Understandably, that's small consolation to those affected here, but reality nonetheless. Yes, it could be worse. Think about it...

#### **August 31, 2009 Selling Us**

The Hawaii Visitors and Convention Bureau and the Hawaii Tourism Authority have tough jobs. They have to continually reinvent themselves and our islands to try to convince people that this is where they should spend their hard-earned dollars. In good economic times, the job is undoubtedly easier. In tough times, when people are worried about jobs, mortgages, credit card debt, and 401(k) plans, the thought of traveling to the most isolated land mass on the planet just might not stimulate the senses.

But promote we must, to different people in different place in different ways. And to some of the very same people in areas prone to send the most people here- California, Japan, Western Canada. Right now, a Los Angeles ad campaign is being pushed, much like a Bay Area effort helped cause a spurt in San Francisco visitors a year ago. When times are good, people simply expect it will continue. When visitor arrivals fall, the sideline critics are quick to blame the promoters- quite unfairly.

A key for both HVCB and HTA is the concept of the campaign and the ad placement- print, television, radio, internet, mobile, billboard or whatever effective means these agencies can use to entice people to come on over. It's a delicate balance, and a vital job to ensure that our biggest industry remains a focus, even in tough times. Think about it...

#### **September 14, 2009    A State Of Stagnancy**

Here's a shocker. Hawai'i state tax revenues came in lower than projected in July and August. This means the start of yet another rough fiscal year, perhaps rougher than originally predicted just two months ago. Some prognosticators are suggesting that the economy will start picking up by mid-2010, but those are merely guesses at this point in time. Until consumer confidence increases, mainland banks show more stability, and the job market picks up, don't expect to see major gains locally in tourism, home sales, or construction numbers.

Add to that the now weekly suggestion that something needs to be resolved sooner rather than later between the State and numerous public unions, and you can see that we really aren't out of the woods, nor can we even see the clearing on a number of fronts. A binding labor decision made by an arbitrator is perhaps three months away if nothing gets resolved before then, and in the meantime, the tax numbers stay weak and the expense crunch continues to put the State further into a hole.

The appearance both publicly and behind closed doors is that trust, respect, and a willingness to get this fiscal crisis resolved quickly between all parties involved is simply not a priority, and thus you have a stagnant quagmire with weekly diversions and barbed accusations, combined with bad tax collection numbers. And we all know what happens with quagmires- they stink. Think about it...

# **EDUCATION** Issues, successes in the classroom, educational awareness and expert advice.

## **LOCAL NEWSCASTS**

### **PUBLIC SCHOOL SUCCESS STORIES**

**Aug 26 200909:00PM** Hawaii's public school students, will now have a new opportunity to "step up" to the plate, academically. A new education partnership has created a more rigorous academic program, that would better prepare students for life after High School. These students from Waialua High School, have accepted the challenge, to do much more than the minimum requirement to graduate.

### **EDUCATION IN A BAD ECONOMY**

**Aug 24 200906:30PM** It's back to school for University of Hawaii students, across the state. Mixed in with the excitement of a new year, are concerns, of how the state budget crisis, will impact students, faculty and staff. Students at u h manoa, including 19 hundred brand new freshmen, roam the campus on the first day of the fall semester.

### **UNIVERSITY OF HAWAII**

**Sep 15 200906:30PM** New University of Hawaii president mrc Greenwood addressed the u h community this morning at the convocation awards. She celebrated the accomplishments of those in the u h system, but also acknowledged the finaial challenges ahead. SOUNDBITE: UH President MRC Greenwood.

**Sep 23 200906:30PM** The state's budget woes, also continue to affect the University of Hawaii system. Slashing 76 million dollars from the budget, has affected students, faculty and entire programs. Leland Kim shows us how students are coping.

### **EDUCATIONAL INNOVATIONS**

**Sep 14 200906:30PM** For most students, the start of another school year means going back o the classroom, to learn from heavy, expensive textbooks. But a Kapolei school is turning the learning process upside down virtually eliminating books all together. Leland Kim tells us about this "school of tomorrow.

### **SCHOOL SAFETY**

**Sep 10 200906:30PM** How safe are Hawaii's schools? That's the question posed at a conference on emergency readiness this afternoon. Honolulu police department put together a scenario on how school officials could deal with a shooting at their campus.

# ENVIRONMENTAL RESPONSIBILITY

Stewardship, sustainability and long-term awareness...issues and the importance of the environment in the island community.

## Local Newscasts

### **EARTH AND SEA PROJECT**

**Jul 1 2009 06:30PM** Whether you're stuck in traffic on the h 1, or waiting in line at the grocery store, it's easy to get bogged down with life. But there's a place on the leeward coast that gets down to the basics and teaches people how to live off the aina. Leland Kim takes us to kaala farm.

**Jul 5 2009 09:00PM** Here's a story to make you smile! A crowd gathered at the shore today, not for a relaxing day at the beach, but instead to clean up after the Big holiday celebration. They're normally filling cavities, but instead, dentists and their friends and family were filling trash bags at Ala Moana beach park.

**Jul 15 2009 06:30PM** This week's earth and sea project report, is about an art and science class called, "go green. Children learn about animals, the planet, and being eco- friendly, before they even enter pre school.

**Jul 17 2009 06:30PM** While many teens are spending their summer at the beach or hanging out at the mall, others are going green and receiving an important lesson. Paul Drewes explains in this week's, earth and sea project report. High in the Waianae mountains, you'll find greenhouses filled with very rare native Hawaiian plants.

**Jul 21 2009 06:30PM** Things will soon look a bit greener in an Oahu neighborhood. The Wilder Avenue community welcomed several new trees today. City workers flexed their green thumbs to remove 21 yokewood trees that line the streets between dole and metcalf.

**Jul 22 2009 06:30PM** In tonight's earth and sea project report, we show you what four auto body shops on Oahu are doing, to help the environment. And, as Kristine uyeno reports, it's the first of its kind in Hawaii. For more than 20 years, they've been friendly competitors in the auto body industry.

**Jul 27 2009 06:30PM** A garden isle hotel is encouraging its guests to give back to the Island, with environmentally friendly activities. Duane shimogawa takes us to Kauai for the story. It's called the enrich program.

**Jul 29 2009 06:30PM** Scientists and environmentalists gathered in Honolulu to discuss the impact of climate change in Hawaii and the Pacific. It's part of the annual Hawaii conservation conference at the Hawaii convention center. The three day conference also includes a chance for the public to share their experiences and ideas about conservation issues.

**Jul 29 2009 06:30PM** In tonight's earth and sea project report, the Island of Maui is doing its part to lessen its dependence on fossil fuels. As duane shimogawa reports, a familiar face is the driving force behind the program. This Toyota prius averages about 65 miles per gallon in its first month on the Road.

**Aug 1 2009 09:00PM** In Hawaii there's proof that mother nature is considerate of your water bill. At the halawa xeriscape garden today, drought resistant plants that hardly ever go thirsty were on sale. Hundreds came out to buy and learn how to cut down outdoor water use by 30 to 80 percent, just by xeriscaping.

**Aug 12 2009 06:30PM** On Kauai, there's a parking garage that's one of the coolest you'll ever see, or feel. The three million dollar, high tech project, was built with the environment in mind. Duane shimogawa takes us to the garden isle, in tonight's earth and sea report.

**Aug 19 2009 06:30PM** A local scuba instructor journeyed to the center of the Pacific ocean and discovered what's being called, "the Pacific garbage patch. Tracy gladden shows us what he found, in tonight's earth and sea project report. Scuba instructor and underwater videographer drew wheeler went in search of trash.

**Sep 2 2009 06:30PM** A partnership between the department of transportation and the University of Hawaii helps beautiur roadways, while sang some money, at the same time. As Leland Kim exains in this "Earth and Sea Project Report", it's an innovative way of using

science, to make Hawaii green. Traffic on the H-1 can sometimes make us forget we live in Hawaii.

**Sep 9 200906:30PM** In this week's earth and sea project report, we take you to a beach on Oahu's North shore. Where Hawaiian green sea turtles, love to hang out. Mari ela David tags along with "malama na honu", a group determined to keep the turtles safe.

**Sep 16 200906:30PM** Did you know, everytime you go rough a fast food drive thru, you could be saving the ear? That's because some restaurant chains, like mc donalds, are turning its used cooking oil into fuel. Paul drewes explains.

**Sep 19 200909:00PM** They are an eyesore to some of the most beautiful beaches in the wold marine debris. But today, volunteers took aim at this problem by cleaning up our coastline. National oceanic and atmosphec administration staff joined the Waikiki yacht club to help clean up marine debris.

**Sep 23 200906:30PM** Coral reefs continue to die from environmental strees, including global warming. But the Waikiki aquarium has come up with a unique way, to help eserve this pivotal part of the ocean. Duane shimogawa shows us how, in this week's earth and sea project report.

PROGRAM: THINK ABOUT IT

DATE/TIME AIRED: Mondays, 9:30pm and 11:55pm  
Wednesdays, 9:30pm and 11:55pm  
(See scripts for exact dates.)

DURATION: 60 – 90 seconds

SUMMARY/SCRIPT:

**July 29, 2009**      **'Dog Daze**

I've always been a fan of the Outdoor Circle. In almost a century of service here, it has done a great job of keeping our landscape and cityscape free of obnoxious signage and billboards. But I think the group erred last week in condemning the Weinermobile from Oscar Mayer as a mobile advertising vehicle. Now I understand that a 27-foot long hotdog on wheels is probably a poster child for that true definition as such, but just like we allow circus animals to come to town without mandating quarantine, can't we make an exception for a rolling hotdog once every few years?

Obviously, we see some form of billboards all of the time in Hawaii- on tee shirts, on trucks, on bumper stickers, on human bodies, etc. But the Outdoor Circle has done a fine job over the years maintaining a decorum to ensure that signs stay within a certain size and that the over-commercialization you see just about everywhere else does not envelope Hawai'i's scenery.

Maybe if the Weinermobile delivered newspapers, the mail, bake sale flyers, or gave out mini-hotdog samples when it visits, it might get around the definition of pure vehicular advertising. In the meantime, and to be perfectly "frank", let's all "mustard" enough strength to "relish" this visiting 'dog, not get ourselves into a "pickle" or a "beef", and simply "roll" with it- yes, right into the "wiener's" circle. Think about it...

# **TRAFFIC** Coping with, the future of, and alternatives.

## **Local Newscasts**

### **MASS TRANSIT**

**Aug 20 2009 06:30PM** City and County of Honolulu officials are in the hot seat tonight, over a draft report that projects a "half a billion dollar" shortfall, over the city's proposal for a rail project. Honolulu City Council members blasted city officials for not making that information available to them. The shortfall was from a may first draft report, that was made available to Washington D c. In the report, they city acknowledged the five point three billion dollar rail project will fall 500 million short, because of lower than expected tax revenue.

**Sep 13 2009 09:00PM** Oahu's rail transit plan is moving full speed ahead. But Kamehameha schools wants it to come to a screeching halt, after a report finds a different route that shows it could save the city billions of dollars. The school is keeping tabs on rail, because it owns the land where four of the proposed train stations would be built.

PROGRAM: THINK ABOUT IT

DATE/TIME AIRED: Mondays, 9:30pm and 11:55pm  
Wednesdays, 9:30pm and 11:55pm  
(See scripts for exact dates.)

DURATION: 60 – 90 seconds

SUMMARY/SCRIPT:

### **July 6, 2009    The Boat no mo' Float**

The Boat made its last trip between downtown and Kalaheo on June 30 with little fanfare and fewer riders. An average of just 29 people daily used the floating public transportation device, a stunningly small number. And the trip even included a free transfer on TheBus. While people complain about traffic, they do like to be in control of their time and their lives. Maybe somewhere down the road, this water taxi will be able to make ends meet, but not today.

A big question to ask as we gear up for rapid transit is whether or not people will let someone else take control of their daily commute. Ever taken a bus to and from a UH football game or work? Sure, there's traffic, but you can relax, read, sleep, play with your cell phone, and/or chat with others while someone else inches along for you. And that's not a bad thing in our harried lives. Maybe the ability to sit back and relax coming to and from work, while saving you wear and tear on your car and your wallet, will cause more people to use the anticipated transit than some naysayers think.

Giving up some commute time yet gaining some piece of mind and some real savings might be a big enough reason for people to consider the upcoming rail transit, TheBus, or carpooling as something worth considering. Changing habits is not a concept that is often welcome in Hawaii or elsewhere, but we are in uncharted waters in many areas nowadays, and transportation issues are just one part of our collective mindset that might require some personal adjustments. Think about it...

# FAMILY/COMMUNITY RESPONSIBILITY

Dealing with family and community issues/needs, awareness, advice, and resources available.

## LOCAL NEWSCASTS

### HELPING THOSE LESS FORTUNATE

**Jul 4 2009 09:00PM** After making his mark as one of the top sumo wrestlers, konishiki is now trying make his mark making a difference for Island children. The konishiki kids foundation held its second annual ohana day at wet 'n' wild Hawaii. Giving children a day of fun, and also hope for a brighter future.

**Jul 9 2009 09:00PM** The Hawaii foodbank is always in need of more food, from canned meats to vegetables. And today, they got a donation that was green, but doesn't fall into any of the basic food groups. Paul drewes explains.

PROGRAM: THINK ABOUT IT

DATE/TIME AIRED: Mondays, 9:30pm and 11:55pm  
Wednesdays, 9:30pm and 11:55pm  
(See scripts for exact dates.)

DURATION: 60 – 90 seconds

### SUMMARY/SCRIPT:

#### July 15, 2009      4<sup>th</sup>-Coming

Like many people, I watched in awe as the wonderful fireworks display sprayed our skies over Magic Island on the 4<sup>th</sup> of July. Unfortunately, there were the self-absorbed, pyrotechnic enthusiasts who had to let off their small array of fireworks at the same time down by the beach; they had their fun.

But what did put a damper on it for me was the hundreds of people who simply left their burned junk, food containers, and bottles lying there, as if they did their job by eating or lighting the fireworks, and now someone else could clean up their debris. Good grief, folks, how can people talk about the aina and self-preservation when they can't even clean up the red paper crap that they leave behind? How many wonderful neighborhood celebrations ended up with used poppers and firecracker flotsam left all over the sidewalks, driveways, and streets the next morning?

A simple broom and a dustpan sitting on the side, and used after the personal fireworks show, is really not too much to ask for, is it? You know what one, meaningful definition of “local” might be? Showing respect and pride- for people and for the land. Let's hope some of these firecracking fun-lovers gain a conscience, a clue, and a trash plan by New Year's Eve in five months. Think about it...



**July 27, 2009**

**No Shows**

We're #1. Yes, but unfortunately it is another one of those categories that you don't really want to be at the head of the class- Hawai'i had the worst turnout of registered voters of any state in the country in that big old 2008 election, as just under 52% bothered to vote. And keep in mind, this is 52% of registered voters, so it doesn't include all of those 18+ who were eligible but never even got themselves registered.

So the big question that needs to be asked every time is "why"? If we can't even move up the voting percentage ranks when a son of Hawai'i is running for the nation's top slot, then when will this disturbing trend ever turn around? And the numbers of young voters choosing to express themselves at the poll was even more pitiful- a mere 25% of those 18-24 who registered bothered to vote. Is it complacency, boredom, indifference? Is it a sense that the system works fine or not fine without me, or that my vote simply doesn't matter?

Whatever the reasons or excuses are, it's not a good sign in a democracy. Back in 1959, when statehood became a reality, voter turnout was above 90%. If we really don't care who runs things, then one answer might be to eliminate one of our legislative bodies, go unicameral, and save money, while making the single senate a full-time gig for people fully ensconced in the inner workings of our state. Think about it...

**August 3, 2009**

**A Sporting Chance**

You want to find something inspiring? Something to make you have faith in the big picture, to believe that good deeds happen sometime simply because it's the right thing to do, even in these tough times? Look no further than the magnanimous donors to the public school sports programs. The Clarence T.C. Ching Foundation, First Hawaiian Bank, Bank of Hawaii, the GIFT Foundation, discount airfares from Hawaiian Airlines, etc.

And all of this spearheaded by Keith Amemiya, executive director of the Hawaii High School Athletic Association, who not only runs the organization, but repeatedly puts his money where his heart is. He and wife Bonnie are personally giving \$30,000 to the effort, aimed directly at helping Molokai and Lanai teams travel this upcoming season and at Pearl City High School, where football coaches opted to work for free this year.

It's not the first time Amemiya has given out of his own pocket- he personally helped fund the scoreboard renovation at Roosevelt's football and soccer field. By the way, Keith was also the architect of the great move to add high school Division II sports, which has allowed so many an opportunity to compete for league and state titles heretofore unattainable. This latest effort is once again an inspiration and message to us all- bringing the public and private sectors together to solve problems for our kids. Right on, Keith. Think about it...

**August 26, 2009**

**Give A Hoot**

Someone on Maui killed an owl last week. It was found, dismembered, in a box in a retail store parking lot. A monk seal was shot a few weeks back... shot. And that's not the first time a seal has been injured or killed of late. Both owls and seals, like sharks, are considered sacred by some- 'aumakua. Why anyone would stoop to such a malevolent level of depravity is pretty much beyond comprehension.

A lot has been said about animal cruelty in the past couple of years- certainly the Michael Vick dog fighting debacle brought that sick spectacle to the forefront. But the recent reports of animal

crime involving some of our local and unique wildlife have to make you wonder- what were these people thinking, though thinking is probably too optimistic a term based on such acts.

Hopefully, culprits who take out their sorry issues on animals are caught and pay dearly for their transgressions. Anyone who might have a clue as to who is responsible for such acts must come forward- if he or she has an ounce of integrity, compassion, and humanity inside. For a society that doesn't act quickly and aggressively on crimes involving the mistreatment of *any* living objects is certainly a society headed down an ugly slope of passive indifference that none of us should allow, especially those who bear witness to such acts. Think about it...

# **GOVERNMENT**, Keeping tabs on government officials and their agenda(s)/business.

## **LOCAL NEWSCASTS**

### **GUBERNATORIAL ASPIRATIONS**

**Jul 8 2009 06:30PM** As Honolulu Mayor Mufi Hannemann considers a run for Governor, others are expressing interest in his job. Today, city prosecutor Peter Carlisle announced his intention to run for Mayor, when Hannemann leaves the post. No one knows for sure, when the city's top job will open up 2010 or 2012.

PROGRAM: THINK ABOUT IT

DATE/TIME AIRED: Mondays, 9:30pm and 11:55pm  
Wednesdays, 9:30pm and 11:55pm  
(See scripts for exact dates.)

DURATION: 60 – 90 seconds

SUMMARY/SCRIPT:

**July 8, 2009**      **Uni-ty**

In an era where the words transparency and accountability are tossed about quite a bit in government circles, maybe it's time for Hawaii to look at a radical change. What about a unicameral legislative system? We always talk about the closeness of our islands, the affinity of the people, the all-for-one attitude and the aloha spirit which people should try to represent.

Sure, having a single legislative body would save some money, which is great, but it would also save time and would make the elected representatives even more accountable to their constituent base. City governments are unicameral, boards of directors for major corporations are singular in nature, and we even have a 62-year old example in the state of Nebraska, which simply has a senate, no state house.

If akamai people rule the hallways, do we really need measures considered twice? And if we had one legislative body, the session could be full-time employment and last a bit longer- so everything didn't get jammed up and rushed. Apportionment, terms of office, length of legislative sessions, etc., would all need to be figured out, but the term "government efficiency", like "jumbo shrimp", is often times an oxymoron. Almost every state at one time or another has considered such a move. Countries like Sweden, Denmark, Israel, New Zealand, as well as the Canadian provinces, all operate with a single legislature; maybe it's time for Hawaii to explore unicameralism. Think about it...

**July 20, 2009**

**Legi-slay-tion**

The state legislature, the part-time body that convened this year between January 21 and May 8, set a new record last week by overriding 38 bills vetoed by the governor. This is probably not a record that one ordinarily looks to set, though I am sure the Democratic-controlled House and Senate took no small measure of delight in overriding two-thirds of the 57 vetoes issued by the Republican governor.

The reason I point out the short window in which the legislature meets is to ask if we are operating a thorough and efficient system, where a full-time state is served by a part-time group of legislators who cram with their homework over 109-days in making decisions that will last a lifetime, or at least another year. Ah yes, another year; this is what normally happens when political stasis occurs, legislators simply say “we’ll take a look at that again next year”. Legislators fight hardest to get re-elected, so they can live to play another day in another session and keep earning a living.

We are at a huge crossroads as a state, as a nation. We need fresh ideas and some re-thinking of accepted policies to help ease us out of some of this economic bind that we are in. To be fair, there is no doubt that many legislators truly put their heart and soul into their jobs; some may actually see the need for change but fear that it might not be too popular- i.e., disgruntled, status quo compatriots and voters might cost them their jobs next time around. But maybe that’s what we need. Think about it...

**August 10, 2009**

**Political Choice**

The political season is already up and running, and we’re over a year away from the primary election. As more players come into focus and make their intent known, others come out to play, as seats and opportunities open up. As always, the big questions include who will support whom, how much money can each candidate garner from its constituent base, and how much and how deep will the mudslinging go?

We already have just about the lowest voting percentages in the country, and a disenfranchised bloc of potential voters chooses to sit on the local sidelines election after election for various reasons. Having accusations and cheap shots fly will undoubtedly help to discourage people from venturing forth in September and November of next year- yet you can be sure some fur will fly.

Perhaps the dog days of next summer will provide the most animated rhetoric, as pundits and power-makers view predictions and polls that show one candidate in trouble and another in front. Wouldn’t it be great if at that point every candidate held to a higher ideal- that they should be running and elected on the basis of their attributes rather than why their opponent or opponents are unprepared or undeserving of your trust and vote? Ah yes, call me a dreamer, and let the games begin. Think about it...

**August 19, 2009**

**Beginning Real Late**

Last week, a state House representative suggested that the legislature was beginning to look at options where cutbacks could be made in programs and services to possibly pre-empt the state’s position that layoffs or furloughs appear to be the only way to go.

The key word in this concept is “beginning”. Really, elected officials are just starting to look at alternative ways to hack our way out of this growing deficit? Isn’t that something that could have reasonably been expected about nine-months ago when this hole began to get deeper, with no end in sight? While various negotiating unions might have been in no rush to respond at the

bargaining table of late, knowing that neutral party arbitration looms in September, does it seem to you that this past 60-days debate has been marked by a lack of urgency in many areas?

To have it suggested that legislators are just now “beginning” to look at options to help reduce a guaranteed budget shortfall for the next two fiscal years might lead some to question just what has been done or even seriously considered over the past 60-days or 90-days by a part-time legislature. And yet, it is moments and comments such as this which might explain the general apathy and lack of passion a majority of the voting public here displays toward local politics. Think about it...

# **HEALTH** Education and resources available.

## **LOCAL NEWSCASTS**

### **SWINE FLU**

**Jul 2 2009 06:30PM** Hawaii now has 616 confirmed cases of the h1 n1 swine flu virus. That's according to the centers for disease control and prevention. It's an increase of 113 cases since last week's update from the state department of health.

**Jul 13 2009 06:30PM** The Hawaii state department of health confirms, the second death, caused by the h1 n1, swine flu virus. Health officials say, the man in his 40s from Oahu, died on July 10th at the Queen's Medical Center. The patient had other chronic health problems that were worsened by the flu infection.

**Jul 24 2009 06:30PM** The state health department confirms Hawaii's fourth swine flu related death. Officials say he had underlying medical conditions that contributed to his death. The man was in his early 50s.

**Jul 27 2009 06:30PM** Hawaii could be in store for more "swine flu flare ups" now that thousands of kids are going back to school this week. Last spring, the department of education reported at least 33 confirmed cases, in 16 of Hawaii's public schools. Mari ela David tells us what educators are doing to prepare.

**Jul 29 2009 06:30PM** The swine flu, shows no signs of slowing down in Hawaii. A vaccine is expected to be ready this fall and "high risk" groups will get it first. But as Ieland Kim explains, you may be surprised to find out who falls in that category.

**Jul 30 2009 06:30PM** Swine flu has claimed two more lives in Hawaii, bringing the state's total to six. The state department of health confirmed today, two Oahu men, unrelated to each other, died last week, due to complications from the h1n1 virus. More than 14- hundred people in Hawaii, have tested positive for the virus.

**Jul 31 2009 09:00PM** The number of people in Hawaii who have flu like symptoms is so great, the department of health has stopped testing for the h1n1 virus. Hawaii labs have been bombarded with possible swine flu cases, so, for the time being, they've stopped testing for it. There have been six swine flu related deaths and at least fourteen cases in Hawaii.

**Sep 2 2009 06:30PM** In the event of a flu pandemic, the State Department of Health tested its ability to distribute medicine to the neighbor islands. The exercise has the state and private businesses working together to pass out antiviral medications. The vaccines were taken from the state's stockpile on Oahu, and brought to neighbor Island district health offices.

**Sep 4 2009 06:30PM** "When people think about someone in their 30s or 40s dying of the flu that is a shock." Four more people in Hawaii have died from swine flu. More deaths were expected, but what has surprised some, is "who" have died.

### **HEALTH CARE REFORM**

**Aug 25 2009 09:00PM** It was "open mic" night for a group of citizens, concerned with a Democratic proposal to create a government run health care. McKinley High School was the setting for protesters and their signs and almost a hundred people at this town hall meeting tonight. Organizers say Hawaii's congressional leaders are the only ones in the country that didn't organize a public forum on this heated issue.

### **INNOVATION**

**Jul 2 2009 06:30PM** It's being called the nation's most technologically advanced Medical Center on wheels. Kaiser permanente celebrated the arrival of its mobile health vehicle today.

PROGRAM: THINK ABOUT IT

DATE/TIME AIRED: Mondays, 9:30pm and 11:55pm  
Wednesdays, 9:30pm and 11:55pm  
(See scripts for exact dates.)

DURATION: 60 – 90 seconds

SUMMARY/SCRIPT:

**July 13, 2009**

**Critical Issue**

As debate and lack of debate go on about what to cut or not to cut statewide, the Waianae Health Center said it may be forced to close down for eight hours in the wee hours of Monday mornings unless some additional funding is found by October 1<sup>st</sup>. The thought that emergency room needs might be shifted in those hours to Ewa, about 20-30 minutes up the road, is not an option for those in dire need.

Whether it is through planned fundraisers, private philanthropy or some reshuffled state funding, this situation simply cannot be allowed to happen. On top of the human costs, can you imagine how much the inevitable lawsuits are going to cost the state if someone simply cannot be helped in time. One of the reasons it's called an "emergency room" rather than a "casual medical" room or an "I'll get to you when I can" room is the sometimes vital need to deal with health situations immediately. Ask someone who had to rush to give birth or ask a stroke or heart attack victim what 20-30 minutes of waiting might have meant. In some instances, they might not be here to answer the question if that had been the only option in their specific case.

Something's got to be done for Waianae and any other critical care facilities that might become victims of this economic crunch; or else the facilities might not be the only victims, and that can't be allowed to happen. Think about it...

**September 30, 2009**

**Flu Flush**

It sounds all too simple, yet many people simply don't heed the advice. If you want to avoid flu this year or any year, some simple hygiene can increase your odds of not getting H1N1 or other flu strains. And that simple hygiene practice is to thoroughly wash your hands. The average person puts his hands up to his face due to habit or for itches or whatever multiple times a day. Touching your nose, mouth, or eyes greatly enhances your chances of getting the flu.

So, wash your hands a bit more often, especially when you are around people and shaking hands, grabbing doorknobs, opening cabinets, etc. Keep a hand sanitizer nearby at work, in your purse, or in your car, and use it a bit more frequently. The hands are a tremendous conduit for the flu virus, and you can help yourself to beat the onset of this infection by simply taking the lessons you learned as a kid- wash your hands thoroughly.

We have already seen numerous deaths locally due to the newest flu outbreak, and now is the season when the more regular or annual forms of flu show up. The flu wastes your energy and your valuable time, makes those around you more susceptible, and can be a serious ailment, depending on possible pre-existing conditions you might have. So wash up, clean up, and do your part to help keep Hawai'i from becoming a flu petri dish this fall and winter. Think about it...

**PUBLIC SERVICE ANNOUNCEMENTS, Available spots run throughout the quarter dealing with issues of community concern. (See attachments for lengths and times run.)**

**AD2**

- Biohazard/Flush
- Environmental awareness.

**Advertising Council**

- Rappin two/Force Habit
  - Fire safety.
- Choice/Earthsh
  - Environmental awareness.
- Kelly Hu
  - RADD.
- Montage
  - Graduation.
- Dempsey Stroke
  - Awareness.
- Precious Cargo/Four Nine Cinderella/Cropped Kids
  - Booster Seat Education
- Father and Son
  - Domestic Violence Awareness
- Safe Winter
  - S. Asia Earthquake Relief
- Choir/Drama Club
  - Parental Involvement in School
- Mind/Strength/Mental Hurricane
  - Hurricane Mental Health Awareness
- Lisa/David
  - Underage Drinking
- Heroes/Minus Rev.
  - Red Cross/Hurricane Relief
- Help for Schools
  - DOE/Hurricane Relief
- NAB screening children's viewing habits
  - Boss of Bad Guys/Boss of Drugs

**Al-Anon Alateen**

- What It's Like

**Alcoholics Anonymous**

- Reach Out

**Alzheimers Association**

- One in Ten/Grandma/Family Album/Nancy60
  - Disease Awareness.
- Think Ahead



-Reducing the risk of

**American Cancer Society**

- Trans.LKGD
  - Promotion for Look Good Feel Better program.
- Love you Tutu/My name is/Rachels Tips/Audition/Best Friend
- Disease Education.

**American Dental Association**

- Dudley and Friends
  - Child dental care.

**American Diabetes Association**

- Symptoms
- Disease Education.

**American Diabetes Foundation**

- Why would I
  - Disease education.

**American Heart Association**

- Deadly Words/Fast Action/Hard to Remember
- Disease Education.
- Heart Walk 2006

**American Liver Foundation**

- Hepatitis B
- Information on getting tested

**American Oceans Campaign**

- Wipeout
- Environmental campaign.

**American Red Cross**

- There is a Place

**Arthritis Foundation**

- Soccer/Herschel
- Disease Education.

**ASFS (American School Food Service Association)**

- Math Class
- Nutrition

**Big Brothers/Big Sisters**

- Sam Choy/Call Today
- Volunteer recruitment.

- Ashley Lelie
  - Volunteer recruitment.

#### **Boys and Girls Club**

- Colin Powell
  - Donation encouragement.
- Passing Notes/Movers
  - Program information.

#### **Boys and Girls Club of Hawaii**

- dancers/ukulele/the club

#### **Boys & Girls Town National Hotline**

- Did You Know Teen/Parent

#### **Catholic Campaign Human Development Poverty**

- Picture Gallery

#### **Centers for Disease Control**

- Colorectal Cancer
- Always Give Hugs
  - Parenting
- Flu Campaign
  - increase vaccination rates
- Grandkids

#### **Coalition for a Drug Free Hawaii**

- Express/D is for Dumb/Okay to Pass/Bee Ball Game/Partycam/Andy Macdonald/Venus & Serena/When Others Ask/Drowning/Wrapped Up
  - Drug education.

#### **Combined Federal Campaign**

- Heroes of the Pacific

#### **Cure Autism Now**

- Walk Now Hawaii
  - fundraiser

#### **Dave Thomas Foundation for Adoption**

- Every Child Needs Love/Birthday Party/Johnny W.

#### **Department of the Attorney General**

- Home Safety/Drugs/Gangs/Neighborhood/Choices/Peer Pressure/McGruff Truck 02

**Department of Health and Human Services (DHHS)**

- Crosswalk
- Drug Addiction

**Department of Public Works (Refuse)**

- Glass/Aluminum/Steel/What you Gonna Do
- Recycling information.

**Department of Transportation**

- Turn Signals/Blk Intersection/Slow traffic/Seat Belt/Signal Turns/Visibility
- Road safety.

**Department of Transportation Services**

- Handi-Van
- Transportation information.

**Environmental Defense Fund**

- Product/Trees
- Environmental Awareness.

**Executive Office on Aging**

- Sage Plus/Elderly at Home
- Help for Elderly.
- Caregiver
- Help for Caregivers.

**Foundation For A Better Life**

- Cafeteria/Everyday Heroes/Honesty/Generosity

**Get Healthy Now (HMSA)**

- Five a day HMSA/Get Outside/Oil Change/Herman Frazier
- Nutrition/Health

**Good Beginnings Alliance**

- First 5 Years
- Child early education.

**Habilitat**

- Locker Room/Hearse
- Help information.

**Hawaii Bone Marrow Donor Registry**

- Be a Hero
- Registration and Donation encouragement.

**Hawaii Career Resource Network**

- Get Moving

- encourage students to think about their future educ./career goals

### **Hawaii Lupus Foundation**

- Into the Loop

- Disease Awareness.

### **Hawaii Psychological Association**

- 2006 Awards

- Program Promotion.

### **Hawaii State Civil Defense**

- Shopping list/Hazards 1,2,3/Tsunami/Hurricane

- Safety.

### **Hawaii State Library**

- Delima Library

- Library book return encouragement.

### **Hawaiian Humane Society**

- Tiger

- Spay/Neuter encouragement.

- Balancing Bone/MaryJane&Muffy

- Older dog/cat adoption encouragement.

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### **Honolulu City & County**

- Underage Drinking

### **Honolulu Symphony Orchestra**

- Emotions

- Find a concert nearby

### **Hospice Hawaii**

- Hospice Care

- Informational spot.

### **HPD/Information Resources**

- Stop Sign/Carry Passenger

- Bike Safety.

- Maile Alert

- Child Safety.

### **Human Rights Campaign**

- Parenthood/Friends

- Hate/Racism awareness.

### **Junior Achievement**

- Twenty Kids
- Volunteer to teach.

#### **Juvenile Diabetes**

- ZFBB-8083
- Disease awareness.

#### **KHNL/K5 PSAs**

- Letter
- 911 information/use.
- JBettis/Joyner Kersee/Van Dyken
- Asthma awareness.

#### **KHNL TMYK**

- MB Teen/MB Parenting/ Marvin Lupus/Diane Recycle/Marvin Kids/Alc
- Teen Encouragement, Parenting, Hawaii Lupus Foundation, and Recycling.

#### **Kids Voting Hawaii**

- Kids Voting 1 &3

#### **Leukemia/Lymphoma Society**

- Goals Landon Donovan
- Awareness

#### **Links Inc, The**

- People Like Me
- Organ Donor

#### **Lung Cancer Alliance**

- No More Excuses
- Get the facts

#### **Make A Wish Foundation**

- Just A Kid

#### **March of Dimes**

- Traffic Baby
- Folic Acid during pregnancy education.

#### **Mother's Against Drunk Driving (MADD)**

- Centerlines/Spinning Btl
- Drunk Driving.

#### **Muffin and Company**

- Muffin Reading
- Literacy.

**National Arbor Day Foundation**

- Great Thing Growing
- Nature Explore

**National Center for Nutrition and Dietetics**

- Healthy Life
  - Eating right.

**National Colorectal Cancer Action Campaign**

- Dominoes
- House Call

**National Commission on Writing**

- Garfield on Writing

**National Crime Prevention**

- McGruff School for fraud prevention

**National Domestic Violence Hotline**

- Make the Call

**National Alcohol and Drug Addiction**

- New Morning

**National Institute on Aging**

- Fountain Youth.

**National Institute on Drug Abuse**

- Text Message

**National Meningitis Association**

- What Shouldn't Happen

**National Safety Council**

- Goin for a Ride
  - Safety seat use.
- Transformatio/Transformatio 2
  - Bike helmet and safety gear use.
- YSAB3460/3461
  - Cell phone use and driving safety.

**National PTA, The**

- Know it all/Standback/School Bus/Bus Safety
  - School bus safety.
- Moments/New Shoes

- Educational Support.

#### **National Wildlife Protection**

- Protect
  - Animal rights protection.

#### **Native Hawaii Library Commission**

- Reading 2/We are Hawaii
  - Literacy

#### **NATPE**

- Nobody is better/Friends/Hate is an
  - Racism.

#### **NBC Inc.**

- Various Actors on topics such as...
  - Violence
  - Domestic Violence
  - Drunk Driving
  - Fetal Alcohol Syndrome
  - STDs
  - Staying in School
  - Date Rape
  - Teacher Appreciation
  - Teen Pregnancy
  - Drugs
  - Education

#### **NFPA (National Fire Protection Agency)**

- Stop Drop Roll/Home Escape
  - Fire Safety.

#### **No Hope in Dope**

- Various athletes promoting drug free lives.

#### **Oahu Civil Defense**

- OCD Emergency
  - Hurricane Preparedness.

#### **Office of Hawaiian Affairs**

- Hawaiian Language
  - Education.

#### **Paralyzed Veterans of America**

- Jason Wittling/ Children Thank Veterans/ Don't Forget America's Veterans
  - Info/Write to a veteran

**Partnership for a Drug Free America**

- DECC2146, DEAA1022, 2194, D is for Dumb/Bee-Ball Game/Smoke/Davey & Glitch/Blind/Praise & Reward
- Drug Abuse Education.

**Partnership for Essential Nutrition**

- Weight Loss

**People for the Ethical Treatment of Animals**

- Hurricane PSA

**Preemie Care**

- I Already did
- preparedness.

**Prevent Child Abuse Hawaii**

- Preventable/Ribbon/Think/Time-Out
- Child Abuse Prevention

**Produce for Better Health Foundation**

- Five a Day
- Healthy Eating.

**Project Safe Neighborhoods**

- domestic violence awareness

**Retail Merchants of Hawaii**

- Stem PSA
- Shoplifting.

**River of Life Mission**

- General
- Mission support.

**Rotary International**

- Eradicating 30
- Polio

**School Nutrition Association**

- Math Class
- Education

**Shriners Hospital**

- Katie/Sage/Ringo Starr

**Sierra Club**



- Global Warm2/Years
- Environmental awareness.

**Stop The Silence Inc**  
Stop Child Sex Abuse

**Surfrider Foundation**  
- Planet Surf  
- Environmental Awareness.

**The More You Know (Sponsored)**  
- Various (ZNBC####-O/R)  
- Literacy/Prejudice/Parenting/Mentoring/Judging/Bullying/Child Abuse/Smoking/Designated Driver/Internet Safety

**US Department of Transportation**  
- No Zone 1  
- Road Safety.

**Waikiki Health Center**  
- Clouds  
- Program information.

**Wal-Mart**  
- Missing Child  
- Campaign information.

**Wave Riders Against Drugs**  
- WRAD  
- Drug education.

**West Glen**  
- Hidden City  
- Ocean awareness.

**Winners' Camp**  
- Winners Camp  
- Leadership Camp Promotion.

**Winners at Work**  
- Hire a Winner  
- Hiring disabled encouragement.

**Women's Fund of Hawaii**  
- Empowering Women/Abuse

**World Wildlife Fund**

- Rainforest
- Environmental awareness.
- People and Places

**Y-Me National Breast Cancer Org.**

- Knowledge is Power

**YMCA Honolulu Chapter**

- Martin Luther King
- John Glenn